Next steps:

* Targeted coupons to people with friends or partners with them have a higher chance of using the coupons
* Targeted bar coupons for younger people or retired people seem to be more effective. Possibly due to the middle group having children and not going as often.

Summarized list of findings:

* People who made less than 12500 or between 37500-49999 and went to cheaper restaurants more than 8 times a month were most likely to accept coupons for bars.
* People who made between 25000-37499 or 62500-74999 and did not go to cheaper restaurants were also likely to accept the bar coupon.

A graph of a bar chart

Description automatically generated with medium confidence

* People of all marital status groups were more likely to accept the coupon if they were with friends, unless they were widowed
* Single individuals were the most likely to accept with friends as passengers

A graph of a couple of coupons

Description automatically generated

* People who were not in farming, fishing or forestry jobs were more likely to accept with a friend or partner with them

A graph of a number of blue and orange bars

Description automatically generated

* Those who went to the bars often were likely to accept coupons in nearly every age group
* People between 36-46 were less likely than people over 55 or 21-31 year olds to accept the coupons

A graph of a bar graph

Description automatically generated